

# Accepted Manuscript

Gender differences, theory of planned behavior and willingness to pay

Natalia López-Mosquera García

PII: S0272-4944(16)30006-8

DOI: [10.1016/j.jenvp.2016.01.006](https://doi.org/10.1016/j.jenvp.2016.01.006)

Reference: YJ EVP 1000

To appear in: *Journal of Environmental Psychology*

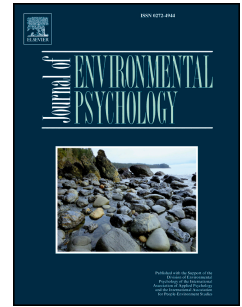
Received Date: 10 September 2015

Revised Date: 8 January 2016

Accepted Date: 10 January 2016

Please cite this article as: López-Mosquera García, N., Gender differences, theory of planned behavior and willingness to pay, *Journal of Environmental Psychology* (2016), doi: 10.1016/j.jenvp.2016.01.006.

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Natalia López-Mosquera García<sup>1</sup>

University of Extremadura -Faculty of Business Studies and Tourism-

Department of Financial Economy and Accounting

Av. Universidad s/n 10071 Cáceres (Spain)

Phone: +34-927-25-70-00 Ext.7917

Email: [nmosquera@unex.es](mailto:nmosquera@unex.es)

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<sup>1</sup> **Corresponding author:** Phone: +34-927-25-70-00 Ext.7917. Email: [nmosquera@unex.es](mailto:nmosquera@unex.es) (N. López-Mosquera).

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